

Executive Summary

Objectives: this report describes the knowledge, attitudes, and behaviour of young people regarding tobacco use, their exposure to environmental tobacco smoke (ETS), Pro-tobacco advertisement. In addition, it reveals the extent to which these young people receive anti-tobacco information in schools.

Method: We conducted a school- based, two-cluster survey (13-15years) in government and private schools of Uttranchal state using a standardized questionnaire based on the Global Youth Tobacco Survey (GYTS).

Results: Among the sampled schools, the school response rate was 100%. Among the eligible students over 83.6% participated in the survey. Among the respondents, the proportion of boys was 64.8%.

Ever tobacco use prevalence was 27.9% for students, 64.4% of students 1st tried any tobacco at less than ten years of age. Almost 1 in every 5 students currently used any tobacco product and almost the same used smokeless tobacco product. Over 3 in 10 students were exposed to ETS in their homes and 4 in 10 students were exposed to ETS in public places. Over 8 in every 10 boys and girls saw a tobacco (Cigarette and Gutka) advertisement on billboards and over 7-8 in every 10 in other media. One in every ten students was offered free tobacco products (like cigarette or gutka or bidi) from a tobacco company representative

Conclusion: The youth prevalence of tobacco use is alarming; especially among girls and is contrary to social norm in India. Young people are daily exposed to ETS, tobacco advertisement and can access tobacco products easily. Immediate action is required to limit youth exposure to ETS and accessibility, issue legislation to prohibit selling to minors, ban tobacco advertising and create a supportive environment to the health of young people.